





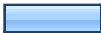




1. Where is your business located? (Check all that apply)

		Response Percent	Response Count
Downtown Northampton		85.7%	36
Downtown Florence		9.5%	4
In the Downtown Business Improvement District		14.3%	6
Adjacent to a farmers market		7.1%	3
Other (where?)		2.4%	1
answered question			42
skipped question			0

2. What is your business type?

		Response Percent	Response Count
Retail		50.0%	21
Restaurant		14.3%	6
Service		28.6%	12
Other (please specify)		11.9%	5
answered question			42
skipped question			0

3. The farmers markets sell the same or similar products to those that I carry:

	Yes	No	Response Count
Northampton Saturday AM Market	13.2% (5)	86.8% (33)	38
Northampton Tuesday Market	18.4% (7)	81.6% (31)	38
Florence Wednesday Market	16.2% (6)	83.8% (31)	37
Thornes Saturday Winter Market	14.3% (5)	85.7% (30)	35
answered question			42
skipped question			0

4. Generally, what effect have farmers markets in Northampton had on your business?

	Positively Impacted	Negatively Impacted	Not Impacted	Don't Know	Response Count
Northampton Saturday AM Market	42.1% (16)	5.3% (2)	39.5% (15)	13.2% (5)	38
Northampton Tuesday Market	33.3% (13)	2.6% (1)	41.0% (16)	23.1% (9)	39
Florence Wednesday Market	13.2% (5)	2.6% (1)	63.2% (24)	21.1% (8)	38
Thornes Saturday Winter Market	28.9% (11)	2.6% (1)	42.1% (16)	26.3% (10)	38
answered question					41
skipped question					1

5. Does the physical location of the farmers markets affect your business?

	Positively Impacted	Negatively Impacted	Not Impacted	Don't Know	Response Count
Northampton Saturday AM Market	35.9% (14)	7.7% (3)	48.7% (19)	7.7% (3)	39
Northampton Tuesday Market	27.5% (11)	7.5% (3)	50.0% (20)	15.0% (6)	40
Florence Wednesday Market	10.3% (4)	2.6% (1)	69.2% (27)	17.9% (7)	39
Thornes Saturday Winter Market	25.6% (10)	5.1% (2)	51.3% (20)	17.9% (7)	39
answered question					42
skipped question					0

6. Has your business been affected by the farmers markets in regard to:

	Positively Impacted	Negatively Impacted	Not Impacted	Don't Know	Response Count
Car Traffic	2.5% (1)	2.5% (1)	80.0% (32)	15.0% (6)	40
Parking Access	0.0% (0)	7.5% (3)	75.0% (30)	17.5% (7)	40
Foot Traffic	41.5% (17)	4.9% (2)	46.3% (19)	7.3% (3)	41
Ambiance	51.3% (20)	0.0% (0)	43.6% (17)	5.1% (2)	39
Diversity of Clientele	32.5% (13)	0.0% (0)	55.0% (22)	12.5% (5)	40

Please list specific examples of other ways your business has been positively or negatively affected by farmers markets

15

answered question	41
skipped question	1

7. Would your business be affected if farmers markets offered the following?

	Positively Impacted	Negatively Impacted	Not Impacted	Don't Know	Response Count
Entertainment	40.5% (17)	7.1% (3)	28.6% (12)	23.8% (10)	42
Arts and crafts from local artisans	33.3% (14)	9.5% (4)	33.3% (14)	23.8% (10)	42
More locally grown meat	24.4% (10)	4.9% (2)	53.7% (22)	17.1% (7)	41
More locally produced dairy products	26.2% (11)	4.8% (2)	52.4% (22)	16.7% (7)	42
Ready to eat prepared foods and drinks made by farmers	28.6% (12)	11.9% (5)	47.6% (20)	11.9% (5)	42
Ready to eat prepared foods and drinks made by other businesses	27.5% (11)	17.5% (7)	42.5% (17)	12.5% (5)	40
Prepared foods and drinks to take home made by other businesses	28.6% (12)	16.7% (7)	40.5% (17)	14.3% (6)	42
Ethnic diversity of products	39.0% (16)	0.0% (0)	39.0% (16)	22.0% (9)	41
answered question					42
skipped question					0



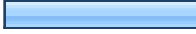


8. Do you think there are opportunities for collaboration between farmers markets, businesses, and the city that could improve your business?

	Yes	No	Not Sure	Response Count
Joint/cross marketing and promotion	64.1% (25)	17.9% (7)	17.9% (7)	39
Opportunity for businesses to sell products at farmers markets	37.8% (14)	29.7% (11)	32.4% (12)	37
A year round farmers market	55.3% (21)	18.4% (7)	26.3% (10)	38
Special events that draw more people into downtown and Florence	59.0% (23)	20.5% (8)	20.5% (8)	39
Other (please specify)				7
answered question				40
skipped question				2



9. As a business, would the following changes in the farmers markets help your business?

	Yes	No	Not Sure	Response Count
More farmers markets	30.0% (12)	35.0% (14)	35.0% (14)	40
Extended hours of existing farmers markets	35.0% (14)	32.5% (13)	32.5% (13)	40
Fewer farmers markets	2.6% (1)	76.3% (29)	21.1% (8)	38
answered question				40
skipped question				2




**10. Does your business purchase products from the farmers/vendors at any of the Northampton farmers markets?
(check all that apply)**

		Response Percent	Response Count
No		64.3%	27
Yes, Saturday AM Farmers Market		28.6%	12
Yes, Tuesday Market		28.6%	12
Yes, Wednesday Market		9.5%	4
Yes, Thornes Saturday Winter Market		16.7%	7
answered question			42
skipped question			0

11. Do you have any problem getting locally produced items to sell at your business?

		Response Percent	Response Count
Not Applicable		67.6%	25
No		32.4%	12
Yes (please explain)			6
answered question			37
skipped question			5

12. Are you able to sell comparable items found at the farmers market at a competitive price?

		Response Percent	Response Count
Yes		14.6%	6
No		7.3%	3
Not Applicable		78.0%	32
answered question			41
skipped question			1

13. Do you have any other comments on the farmers markets or how they relate to your business?

	Response Count
	19
answered question	19
skipped question	23

Q1. Where is your business located? (Check all that apply)

1	Home-Florence	Apr 13, 2011 2:23 PM
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Q2. What is your business type?

1	on-line retail	Apr 13, 2011 2:23 PM
2	wellness center/ yoga massage/ teaching raw food/ store	Apr 6, 2011 12:18 PM
3	non-profit organization	Mar 23, 2011 10:22 AM
4	Engineering/planning/landscape architecure	Mar 18, 2011 6:53 AM
5	florist	Mar 17, 2011 4:43 PM

Q6. Has your business been affected by the farmers markets in regard to:

1	Provides an opportunity for targeted marketing.	Apr 13, 2011 2:23 PM
2	Customers have often commented how they love the markets and enjoy shopping for fresh food downtown. A great asset to our small town.	Apr 6, 2011 4:51 PM
3	Because I am on Main St. the Tuesday Market keeps walking traffic and parking behind Thornes--most people go directly to the Farmers Market, buy and then home.	Mar 21, 2011 9:46 AM
4	It makes people feel this is a happening town, gives us a European feel, and generally gives everyone a good feeling. Plus it's one more reason to come to town.	Mar 18, 2011 8:50 AM
5	sales of similar items has decreased. More foot traffic and sales improved in other areas but not enough to offset decreased sales.	Mar 18, 2011 8:06 AM
6	I do not think we are affected by the farmers market. Sometimes we get customers on Sat morning with their purchased goods. They are walking home and stop in the store to browse and look at the clothes.	Mar 18, 2011 7:12 AM
7	This issue is a double-edged sword. On the one hand, since the markets compete directly with the products that we sell, we sell less. On the other hand, anything that makes the community, both Florence and Northampton, more vibrant and alive, ultimately has a very positive impact on the overall business climate and our business specifically.	Mar 18, 2011 6:02 AM
8	Walk in clients!	Mar 18, 2011 2:58 AM
9	peopel love the markets, it brings them to downtown. while they are here, they will probably do other shopping	Mar 17, 2011 6:05 PM
10	not affected at all, but love shopping on Tuesday	Mar 17, 2011 5:41 PM
11	I almost didn't make it through the months.	Mar 17, 2011 4:43 PM
12	Located on Gothic Street a lot of folks use our parking lot to go to the market and we cannot use Gothic Street as a through way on Saturdays. Since we do very little business on Saturday this does not impact us at all and we are happy to see the folks using the market. If the market was significantly expanded it might have an impact on our use on Saturdays and it would surely have a negative impact if it were open on a weekday.	Mar 17, 2011 1:58 PM
13	None	Mar 17, 2011 1:12 PM
14	Because we are located halfway down the "Starbucks block," we are ALWAYS negatively impacted by the events which occur in the center of town. And ALL of them seem to occur there, on Main Street, Gothic Street, or behind Thorne's Market....in one concentrated small space. In general, anything which keeps potential customers concentrated in that one very small space, in the center of town, keeps them away from our little shop. Northampton has so much more to offer & to showcase throughout the city. I really wish these events could be spread out more so that all of us could participate & enjoy them & so that the public could see more of our wonderful, very special, city. Pulaski Park is an underutilized (almost non-utilized) resource, but it could be lovely & lively, & it could become an ideal venue for one of these farmers markets. I'll comment a bit more about that at the end of this survey.	Mar 15, 2011 7:33 PM

Q6. Has your business been affected by the farmers markets in regard to:

15	It makes Northampton feel more vibrant. I would like to see larger markets that bring people into town from further away. The two markets are too small to generate new customers.	Mar 15, 2011 1:00 PM
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Q8. Do you think there are opportunities for collaboration between farmers markets, businesses, and the city that could improve your business?

1	They are another great reason for folks to come into town.	Apr 6, 2011 4:51 PM
2	Create a market at Pulaski Park to revitalize it. Give it a positive purpose that might encourage diversity in traffic. If we turn it into a business venue, loitering may be discouraged or at least far less evident.	Mar 23, 2011 11:01 AM
3	I think a Farmers Market in Pulaski Park could be good.	Mar 21, 2011 9:46 AM
4	I try to encourage farmers that we buy from, to tell their customers at Farmers' Mkts that their products are available at our stores so customers can come to use when the markets are not open.	Mar 18, 2011 6:02 AM
5	i think the ideas are worth exploring	Mar 17, 2011 6:05 PM
6	Spread out the sales & entertainment locations so that attendees have the opportunity to see & perhaps patronize shops in the other parts of town.	Mar 15, 2011 7:33 PM
7	If we can't have larger markets, maybe more locations (the park??)	Mar 15, 2011 1:00 PM

Q11. Do you have any problem getting locally produced items to sell at your business?

1	We have a few but not so applicable.	Apr 6, 2011 4:51 PM
2	As more farmers sell directly to the public, their desire to sell at wholesale decreases. We have fewer farmers selling to us then in years past.	Mar 18, 2011 8:06 AM
3	I have addressed the problem with CISA that there could be a local farmers "clearinghouse" which could probably be accomplished by email so store like ours knows what products are available on a daily basis and from whom. For example, if our regular supplier of zucchini is out of stock today, I need to know who has it without calling around to multiple farms. This would also allow us to consolidate deliveries so that I could look through a list of farmers on a daily basis and see that I can get 5 products from one farm versus 1 product from each of 5 different farms. This could also alert me to items that have just come into season ... there maybe a farm whose crop is ready days before my usual farmer's. Can you pass this information onto CISA, too? Thanks, Rich Cooper	Mar 18, 2011 6:02 AM
4	Our business is a law practice	Mar 17, 2011 5:41 PM
5	We support as many local artists & craftspeople as possible & we really believe in doing so. We're the ones who say yes. (We also promote many, many other local independent businesses in town & contribute to community projects & programs all year round.)	Mar 15, 2011 7:33 PM
6	Only in the sense that it IS easier to purchase non local foods from one of those BIG suppliers. Sometimes it is more challenging to search out and buy local products and then arrange delivery which is not always something local farmers are willing to do.	Mar 15, 2011 11:28 AM

Q13. Do you have any other comments on the farmers markets or how they relate to your business?

1	The example of the Tuesday Farmers market should be copied and expanded. It showcases the diversity of products in the region, brings people together, provides entertainment as well as offers a place for community concerns. All of this only enhances the quality of life in the area, ultimately making this a good place to live which helps EVERY business.	Apr 13, 2011 2:23 PM
2	Thanks so much for added vibrance and excitement to our town.	Apr 6, 2011 4:51 PM
3	I'm not sure how the Farmers' Markets affect my businesses, but I feel they are nothing but a good thing. More outlets to sell more local products is nothing but a good thing.	Apr 6, 2011 12:47 PM
4	Foot traffic is nothing but positive in a town like Northampton. The more, the better.	Mar 23, 2011 11:01 AM
5	To the extent that the farmer's market brings people into Northampton and promotes an exciting, positive, creative environment, it is a benefit to the area in general. Benefit does not have to be tangible or immediate.	Mar 22, 2011 3:48 PM
6	They bring more customers into Downtown Northampton.	Mar 21, 2011 9:46 AM
7	The farmers markets don't affect my business directly, but they make Northampton a more attractive place to live and work in, which helps with employee recruitment and retention.	Mar 21, 2011 7:19 AM
8	Although our office is not officially open on Saturdays, there are times when work volume requires some employees to work on Sat. I would be concerned that an entertainment venue would create a parking problem at our office (64 Gothic), as some market patrons already use our lot to avoid paying for parking on city streets/lot/garage.	Mar 21, 2011 5:23 AM
9	love them	Mar 18, 2011 8:50 AM
10	add vibrancy to town. Sat. Summer model has less over-lap. those at market have less overhead yet reap benefits of downtown. Still support idea of markets just keep in check.	Mar 18, 2011 8:06 AM
11	I believe having more locally grown product to offer to our communitiy will keep peopl shopping on the downtwon area. More than ever it is important to support local farmers.	Mar 18, 2011 7:12 AM
12	Impact on parking is my main concern.	Mar 17, 2011 9:59 PM
13	i'm on this committee. hard to be objective. i always think the more the merrier. helps us all be competitive and brings more people into the area. i think the "beyond" products that Tuesday does has a place, and i think the "pure" of Saturday has a place as well. i kinda think it ain't broke, but i'm willing to look at fixin it!	Mar 17, 2011 6:05 PM
14	keep it coming!	Mar 17, 2011 5:41 PM
15	I LOVE having the farmer's markets downtown and so do our customers. We sell lots of books on eating local, gardening, etc.	Mar 17, 2011 7:28 AM

Q13. Do you have any other comments on the farmers markets or how they relate to your business?

- | | | |
|----|---|-----------------------|
| 16 | As I mentioned earlier, they tend to concentrate the public in one block of downtown, which detracts from our business. I hope that these & other events can be spread throughout the city so that attendees can appreciate more of what Northampton has to offer. Pulaski Park would be a marvelous venue if it were restored to its previous grassy green "town common" state. Perhaps part of the reason why it is never utilized as a location anymore is that all that cracked cement is so unattractive & the current layout is awkward. If it were a real park once more, I believe it would become an asset to our city rather than an eyesore as it is now. (I do remember those days when it was lovely, beloved, & well-used.). Thank you so much for conducting this survey & gathering feedback from the local businesses. | Mar 15, 2011 7:33 PM |
| 17 | The average income in Northampton is around \$40,000. We rely heavily on out of town traffic. A vibrant, large market will bring people from further away. | Mar 15, 2011 1:00 PM |
| 18 | You should seriously consider moving away from your Gothic St. location. It's very hard for people to maneuver among the crowds. If you were located somewhere where the vendors could be in a circle, then an automatic community is created inside the circle in which it's fun to hang out and socialize and listen to entertainment. To see how nice this can be, check out Brattleboro's farmer's market. You could do this next to the parking garage or (in the long run) in Pulaski Park. | Mar 15, 2011 12:30 PM |
| 19 | Generally I think it brings people into the downtown which positively impacts us all. | Mar 15, 2011 11:28 AM |